

Travel Montana
2009 National Print Campaign
Creative Background Summary

An Introduction to TM Efforts

- Consumer marketing is the largest-budgeted program of Travel Montana
 - Approx 45% of the division's overall budget
- \$5.2 million spent annually to attract vacationers to the state
 - Of that \$5.2 million, approx 75% is spent on promoting visitation during the “warm season” (spring, summer and fall travel)
- The warm season efforts typically include:
 - A national print campaign (magazine and special inserts)
 - National online campaign, and
 - Key market campaigns (radio, online, outdoor, and event promotions concentrated in metro areas with high potential for travel to Montana)

This presentation focuses on...

National Print Advertising

National Print Advertising

- Goals
 - Increase awareness of Montana as a travel destination
 - Move Montana into the consideration set of our target audience

National Print Advertising

- Target
 - The first-time visitor
 - The two geotraveler (or “geotourist”) subgroups most likely to visit Montana, as determined by the 2007-08 quantitative brand research (online survey):
 - Frugal Experientialists & Geocores
 - Highly educated (college +), HHI of \$75k-\$150k, ages 35-54 (majority 45-54), 3+ leisure trips per year, active in the outdoors with both leisurely and rigorous activity, place a premium on nature/wildlife and unique experiences/exhilaration
 - Does NOT target the subgroups that signaled a need for high-end amenities, low activity levels, and little interest in outdoor activities

National Print Advertising

- Media Used
 - Magazines with national circulation whose readership most closely matches our target
 - Includes magazines with a proven record of generating visitation to Montana
 - \$493,636 media buy includes:
 - *Audubon, Budget Travel, Backpacker, Outside, Smithsonian, Preservation, National Geographic Adventure, National Geographic Traveler, Sunset*
 - Represents 14% of warm season media spend

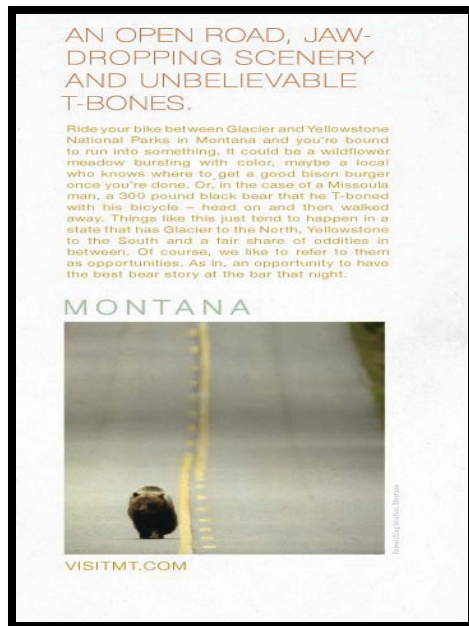
Print Creative

Creative Development Research

- Approach: Tested two ad campaign concepts – “Storytelling” and “Nothing”
- Process: Sought feedback from two panels representative of our target audience
 - Met demographic, attitudinal and behavioral characteristics of “Frugal Experientialists” and “Geocores”
 - Panel A: 14 people; four people who had not visited Montana before and three Montana residents
 - Panel B: 12 people; none had visited Montana before
- Objective: Determine if and how well the campaigns and individual executions met the following criteria:
 - Communicate the brand message to the audience
 - Reinforce or positively alter perceptions of Montana as travel destination
 - Engage and motivate
- Conclusion: Research showed that while the concepts communicated complementary brand messages, the target reacted to them in very different ways

Two Concepts, Similar Messages

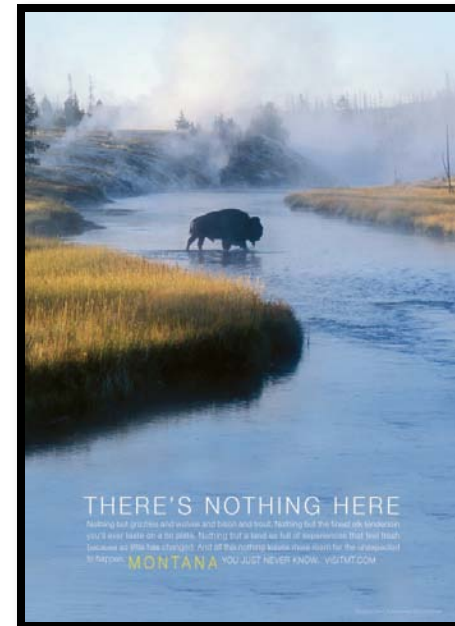
Concept 1: Storytelling



Message Communicated:

Montana is a state filled with open spaces, quaint towns and numerous opportunities for the spontaneous and unexpected to happen.

Concept 2: There's Nothing Here



Message Communicated:

Nothing *is* something— unspoiled wilderness, majestic scenery and ability to experience and interpret Montana for yourself


Similar Messages, *but very different audience reactions*

**“Storytelling:” Piques
intellectual curiosity**

AN OPEN ROAD, JAW-DROPPING SCENERY AND UNBELIEVABLE T-BONES.


Ride your bike between Glacier and Yellowstone National Parks in Montana and you're bound to run into something. It could be a wildflower meadow bursting with color, maybe a local who knows where to get a good bison burger once you're done. Or, in the case of a Missoula man, a 300 pound black bear that he T-boned with his bicycle – head on and then walked away. Things like this just tend to happen in a state that has Glacier to the North, Yellowstone to the South and a fair share of oddities in between. Of course, we like to refer to them as opportunities. As in, an opportunity to have the best bear story at the bar that night.

MONTANA



VISITMT.COM

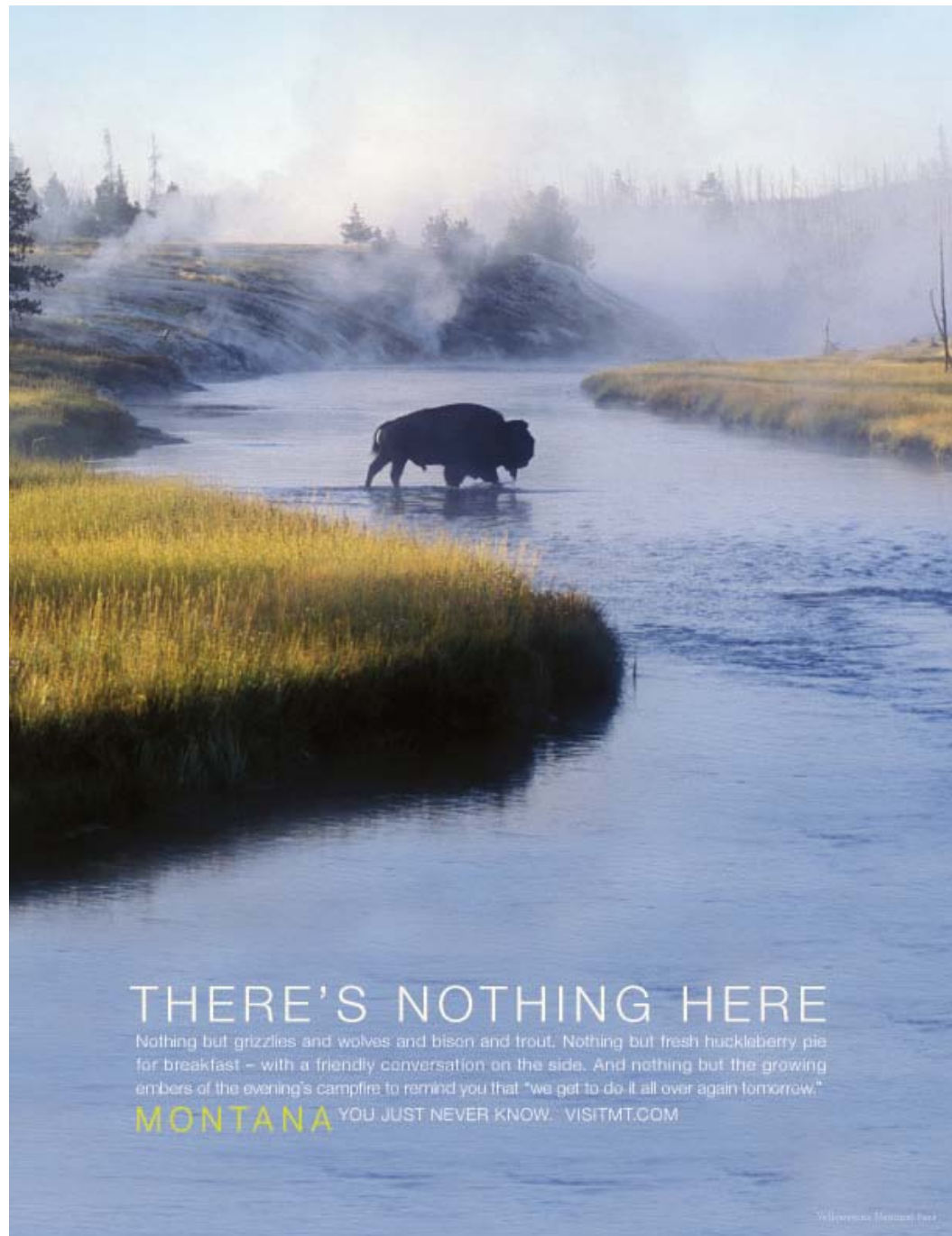
**“Nothing:” Engages
emotions**



THERE'S NOTHING HERE

Nothing but grasses and willows and trees and trout. Nothing but the forest as sometimes you'll hear a bear on a log pile. Nothing but a land as full of experiences that feed back because as little has changed, most of this nothing makes sense for the unexpected to happen. **MONTANA** YOU JUST NEVER KNOW. VISITMT.COM

“Nothing” *Yellowstone*



THERE'S NOTHING HERE

Nothing but grizzlies and wolves and bison and trout. Nothing but fresh huckleberry pie for breakfast – with a friendly conversation on the side. And nothing but the growing embers of the evening's campfire to remind you that “we get to do it all over again tomorrow.”

MONTANA YOU JUST NEVER KNOW. VISITMT.COM

“Nothing – Yellowstone”

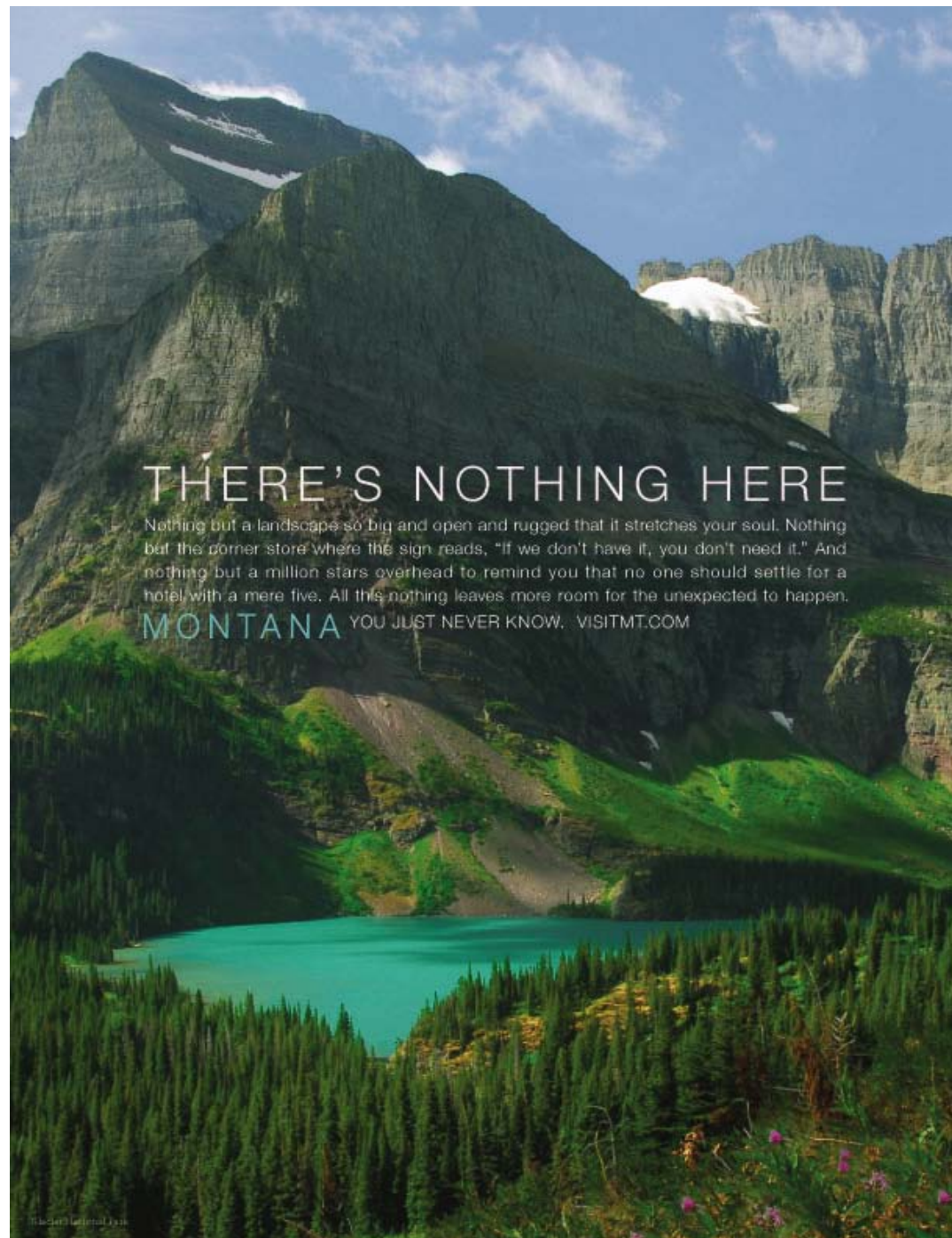
Ad copy reads:

There is nothing here. Nothing but grizzlies and wolves and bison and trout.

Nothing but fresh huckleberry pie for breakfast—with a friendly conversation on the side.

And nothing but the growing embers of the evening’s campfire to remind you that “we get to do it all over again tomorrow.” Montana. You just never know.

“Nothing” *Glacier*



THERE'S NOTHING HERE

Nothing but a landscape so big and open and rugged that it stretches your soul. Nothing but the corner store where the sign reads, "If we don't have it, you don't need it." And nothing but a million stars overhead to remind you that no one should settle for a hotel with a mere five. All this nothing leaves more room for the unexpected to happen.

MONTANA YOU JUST NEVER KNOW. VISITMT.COM

“Nothing – Glacier”

Ad copy reads:

There is nothing here. Nothing but a landscape so big and rugged and open that it stretches your soul.

Nothing but the corner store where the sign reads, “If we don’t have it, you don’t need it.”

And nothing but a million stars overhead to remind you that no one should settle for a hotel with a mere five.

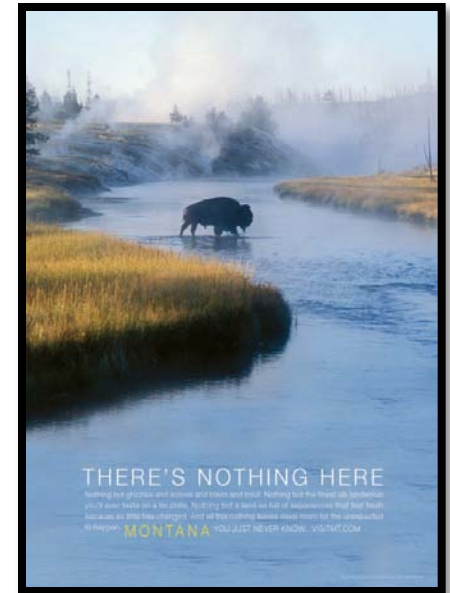
All this nothing leaves more room for the unexpected to happen. Montana. You just never know.

There's Nothing Here

“ . . . gives me a sense that there is an adventure waiting for me to experience.” – Nancy

“Just do it!” – Kathleen

“Makes me want to go. Run to the mountains!” – Amy



In Their Own Words

(There's Nothing Here)

“LOVE: gorgeous photos . . . That’s my kind of place and my idea of vacation, and what I really miss and even grieve living in a urban environment.” – Liz

“The imagery is gorgeous and the text backs that up by telling me what I will experience there.” – Gabrielle

“I could use my own imagination there, instead of being told exactly what to think about and exactly what I should feel. “- Mike

“I really liked the visual images . . . The bison in the fog is so cool and the color of the lake in the second ad is amazing. They found two places I really want to go.” – Scott R.

Key Learnings from “Nothing”

- Visuals are working to tap into and engage travelers on an emotional level
- Reinforces positive perceptions of MT by non-visitors
- Allows past MT visitors to access positive memories
- Distinctly Montana (very credible, couldn't be “anywhere”)
- Concepts spark interest and engagement with combination of visuals and copy; audience can see themselves here
- Minimal copy provides the right amount of needed information without being prescriptive
- Audience was not turned off by the line “There's Nothing Here” – all that “nothing” translated into possibilities, room for the unexpected – they can create their own story

DECISION:

Lead with the “Nothing”
campaign concept.

QUESTION:

*“Why do we think this print
campaign will be effective?”*

It talks to a specific group of people, not to the whole world.

Ever heard the saying “be all things to all people, and you’ll be nothing to everyone?”

That goes for advertising, too. Especially with a limited marketing budget. You’ve got to:

- narrow your focus to the people most receptive to your product; and (*first-time geotravelers to Glacier & Yellowstone*); and
- deliver a customized message (*from spectacular nature to friendly locals, visitors will have the material to create their own one-of-a-kind story here*).

It hits the sweet spot.

Research conducted during creative development showed that it engaged the target audience on an emotional level.

“When you’re faced with the decision to choose between an ad that speaks to the head or one that speaks to the heart, choose the heart.”

-Lex Sanford, creative research lead (with 15+ years experience with brands like Starbucks, Toyota, Visa, Burger King and Nordstrom), commenting on the emotional response to the “Nothing” concept.

It has breakthrough potential.

- Simple, non-commercial layout. It's more like editorial and less like advertising.
- Magazines are competitive spaces. The words and photos we chose, and the way we used them, were selected to stand out in this environment.
- The intro line, "There's nothing here," piques curiosity. The target audience wasn't turned off. It captured their attention.
- It's not your typical tourism ad showing sunny days and smiling people. There's no cloying copy that tells you about how "perfect" the destination is and that "there's something for everyone."

It supports the Montana brand.

The ad is not the brand. Its role is to communicate the brand.

Just as there are many ways to say “Hello” (“Hi,” “Bonjour,” a wave, a kiss on the cheek...), there are many ways one could communicate the Montana brand. Here’s how our print ads do it:

Spectacular, unspoiled nature...

Epic photography anchors the ad. Ad copy supports it by talking of abundant and diverse wildlife, or a million stars shining overhead.

Vibrant & charming small towns....

Ad copy that tells the story of a friendly breakfast café, or the local corner store where you can find all that you really need.

Breathtaking experiences, relaxing hospitality...

A combined effort of the image and copy allowing the audience to see themselves here and creating their own experiences.

It will be monitored and measured.

- Travel Montana is conducting national and key market pre- and post-campaign awareness studies
 - Will include assessment of advertising effectiveness
- Online metrics from visitmt.com (ads push to website)
 - Traffic analysis
 - How many visitors, when, from where
 - Content accessed
 - Are visitors viewing content that ads promoted, or other high-priority content?
 - Requests for travel planners & email NL sign-ups

It will gain momentum from other advertising efforts.

- Other advertising efforts will include:
 - Nationally-targeted online campaign
 - TV sponsorship
 - Key market and regional campaigns with various media
- All efforts will support the brand, but the way of communicating it will depend on the environment and the audience

Thank you.

For more information on Travel Montana's consumer marketing efforts, please contact:

Katy Peterson
Consumer Marketing Manager
TRAVEL MONTANA
406-841-2870
kapeterson@mt.gov